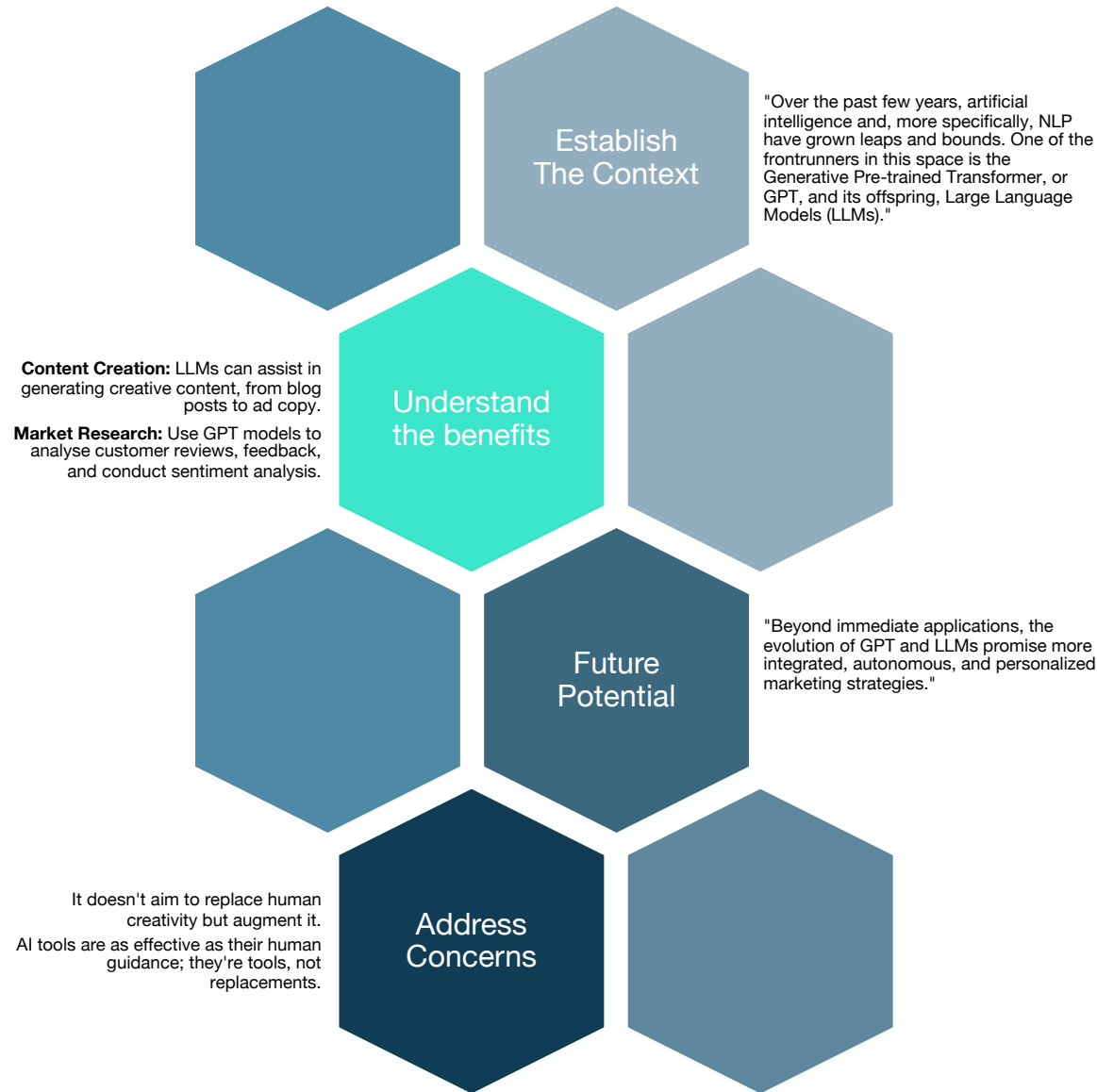


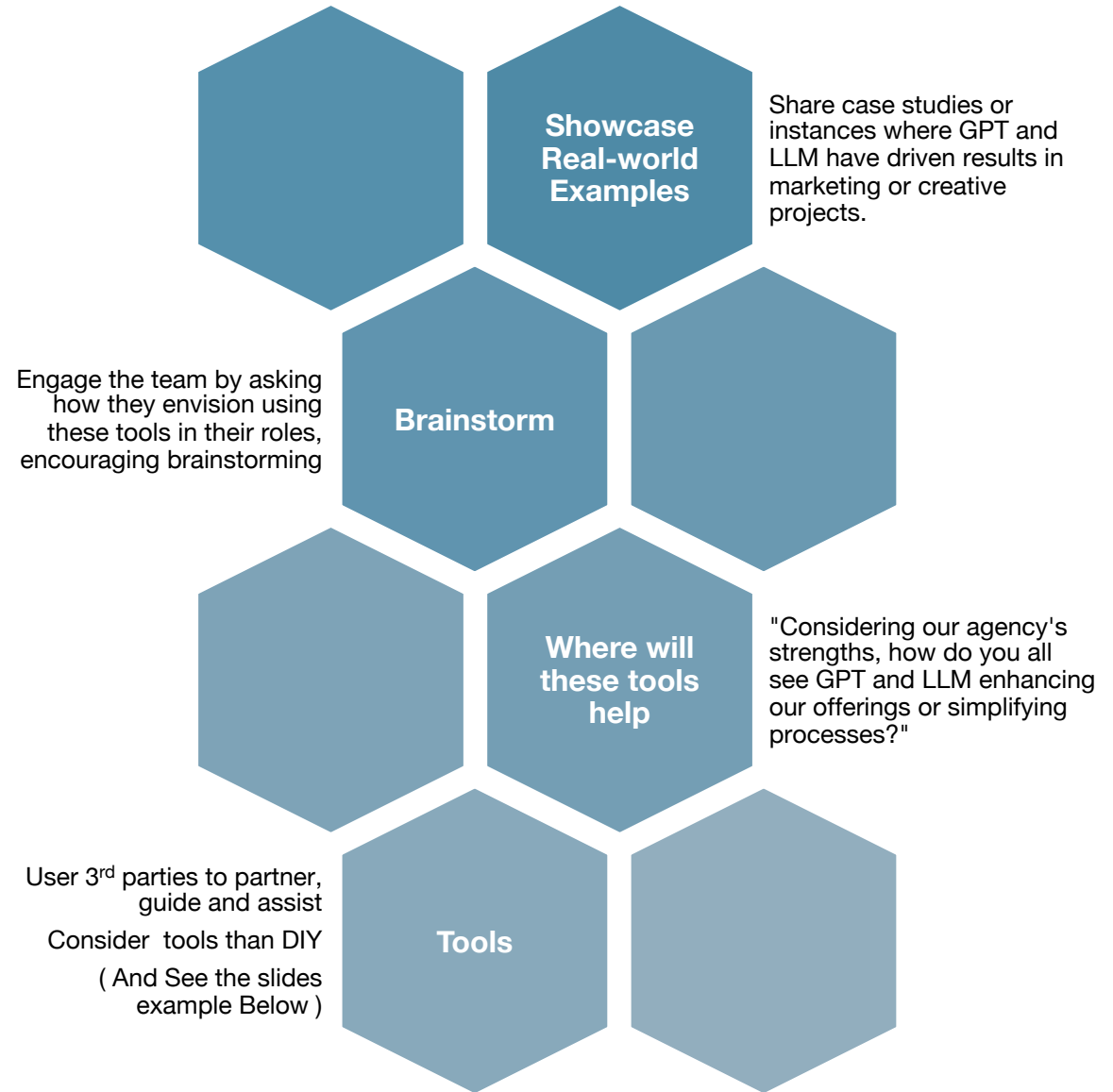
ROADMAP INTO AI

For Media, Marketing & Creative Industry

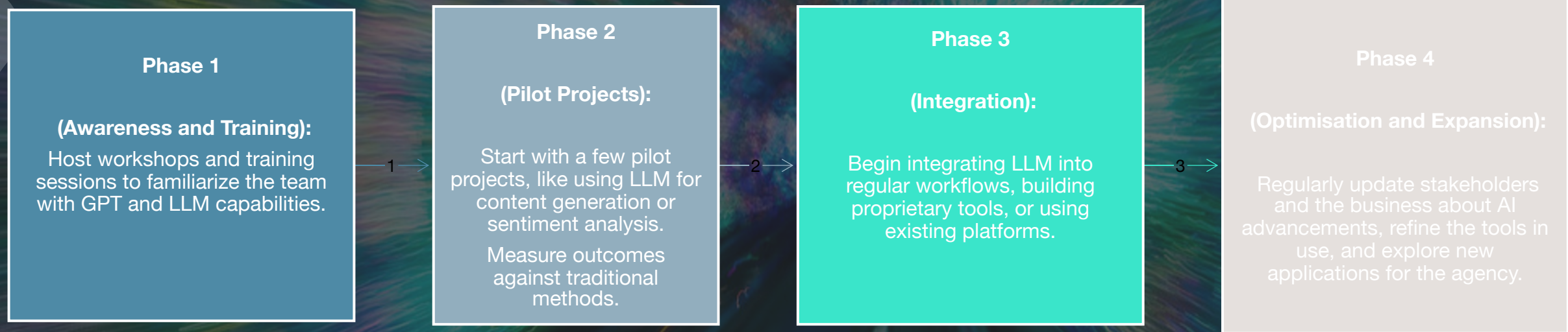


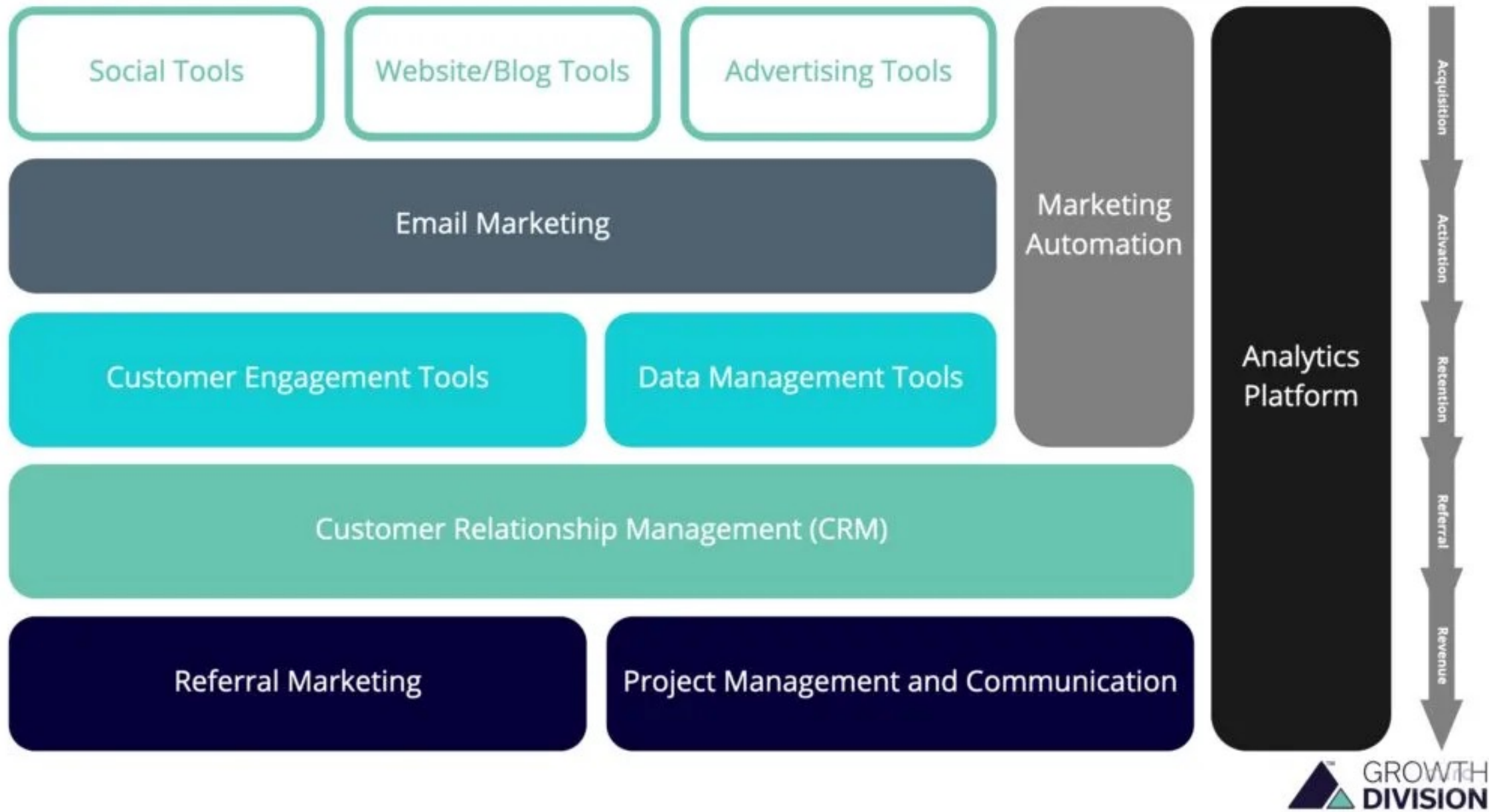
WHY WOULD I INTRODUCE REGENERATIVE AI AND LLM'S FOR A MEDIA MARKETING AND CREATIVE AGENCY?

HOW COULD I DO THIS?



WHAT WILL OUR ROADMAP IMPLEMENTATION LOOK LIKE?

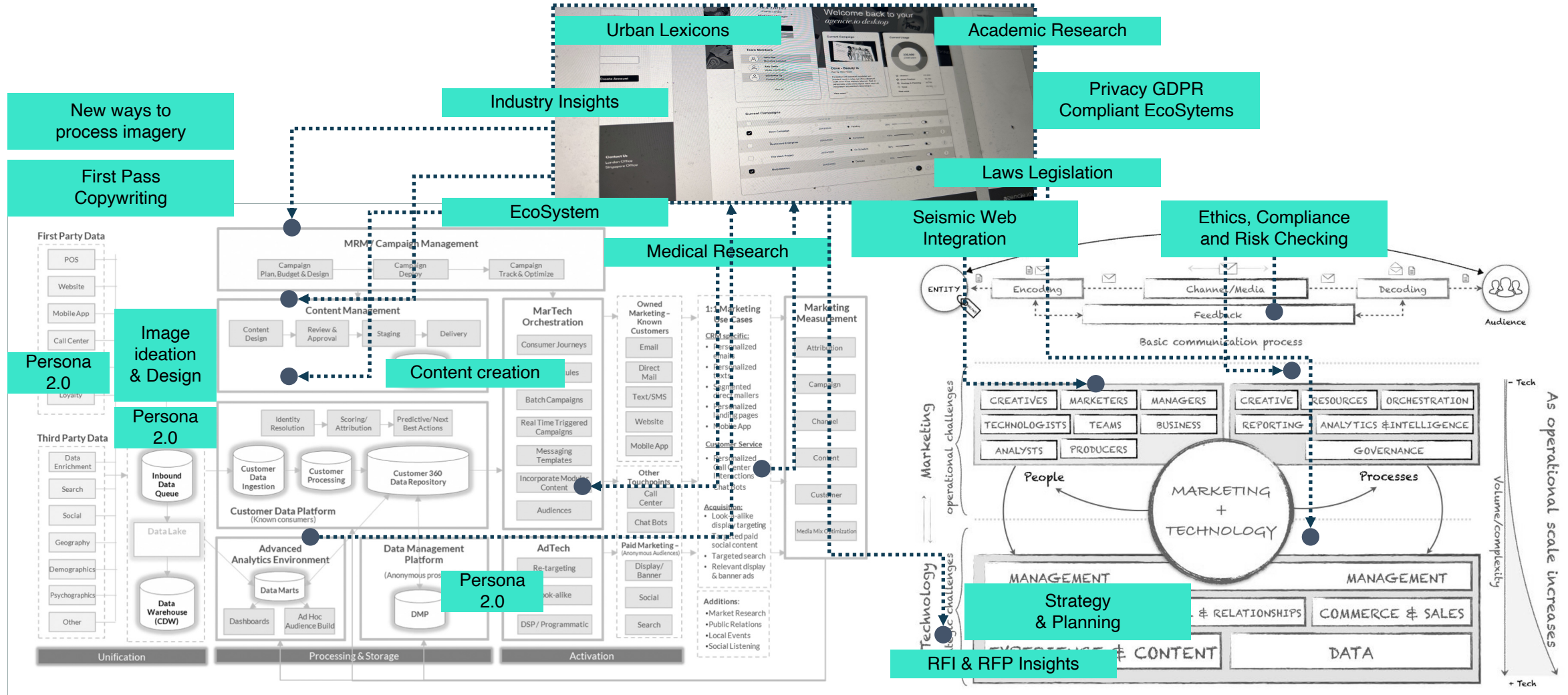




Marketing Stack Simplified

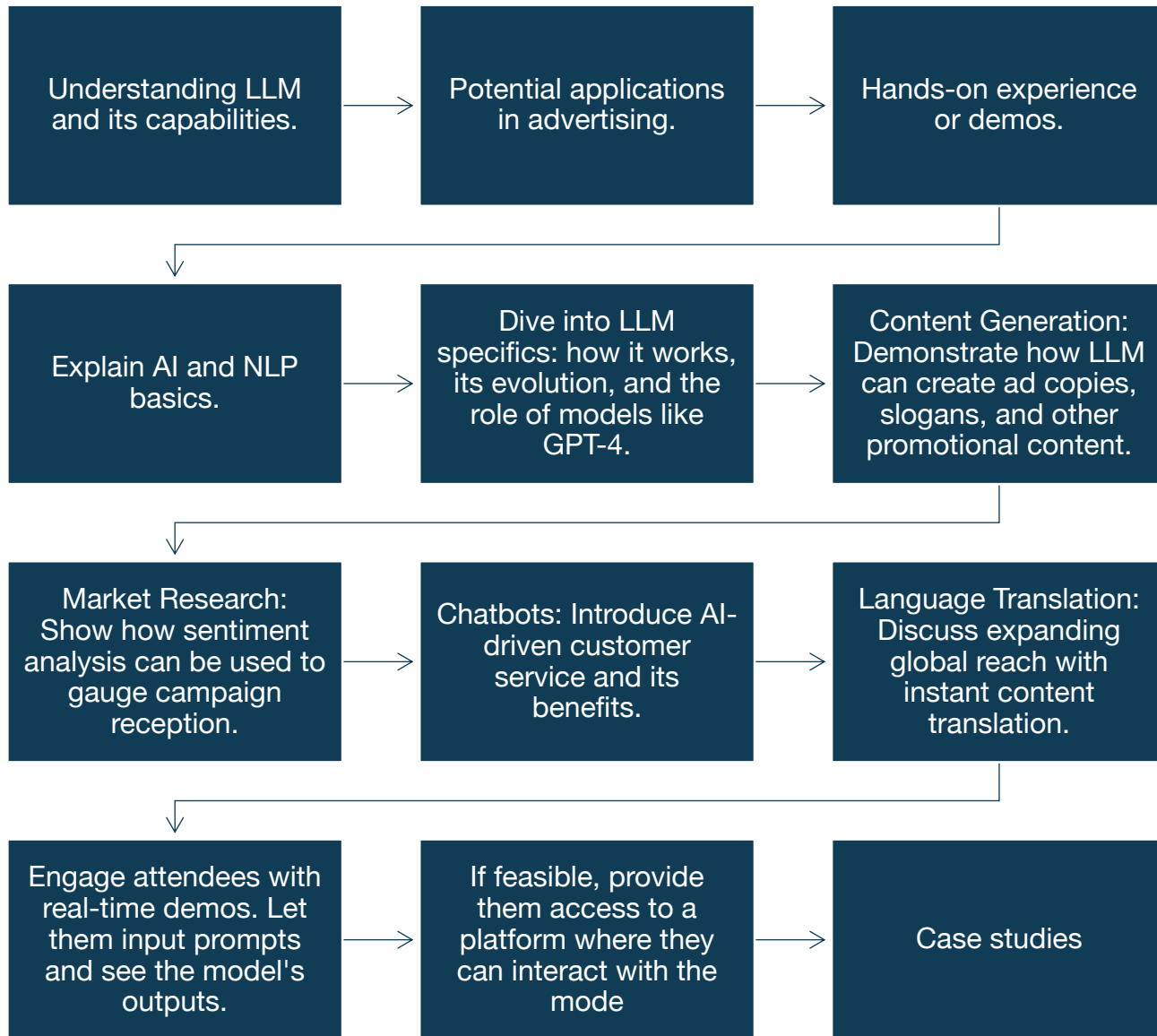
AGI TO ENRICH & ACCELERATE

THE MEDIA & ADVERTISING INDUSTRY



Accelerating The Ability to build & create even better things, reducing human waste

"These tools will become the norm and complementor to the human mind that drives them."



AN EXAMPLE 1.

AWARENESS WORKSHOP MIGHT BE.....

EXAMPLE 2: HOW CAN I USE LLM FOR SENTIMENT ANALYSIS?



Define Objective

Clearly state what you're trying to achieve.

Are you analysing customer reviews for a product? Gauging sentiment on social media posts about a brand? Depending on the source and objective, the approach may vary slightly.



Data Collection

Gather the text data you intend to analyse

This could be in the form of tweets, reviews, comments, or any text-based content.



Direct Sentiment

Analysis - *Simple Approach*

"How positive or negative is this statement:

'The product quality has drastically deteriorated over the years.'"

EXAMPLE 2 MIDDLE STEP: TRAINING THE MODEL



Training The Model

If you have a labelled dataset (text entries labelled with sentiments like "positive", "negative", "neutral"), you can fine-tune an LLM on this data for more accurate sentiment predictions. This process requires:

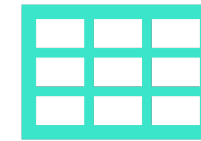


Advanced Model Training

Data Pre-processing: Convert the text data into a format suitable for training. This might involve tokenization, removing stop words, and other standard NLP pre-processing steps.

Fine-tuning the Model: Use your labeled dataset to fine-tune the LLM, focusing its capabilities on sentiment analysis.

Evaluation: Split your dataset into training and testing sets to evaluate the model's accuracy..



Utilising the Model for Analysis

Utilizing the Model for Analysis

Feed Text Data: Input your collected data into the model.

Collect Predictions: The model will classify the sentiments of the input data, based on its training or its pre-existing knowledge.

Aggregate Results: Compile the results to get an overall sentiment score. For example, you might find that 70% of reviews are positive, 20% are neutral, and 10% are negative.

EXAMPLE 2 FINAL STEPS: HOW CAN I USE LLM FOR SENTIMENT ANALYSIS



Visual Representation (Optional)

Visualise the results using charts or graphs to get a clear picture of sentiment distribution. This can be especially useful for presentations or reports.



If you're continuously collecting data, periodically retrain your custom model to account for evolving language and sentiments.

Data Pre-processing: Convert the text data into a format suitable for training. This might involve tokenization, removing stop words, and other standard NLP pre-processing steps.

Fine-tuning the Model: Use your labeled dataset to fine-tune the LLM, focusing its capabilities on sentiment analysis.

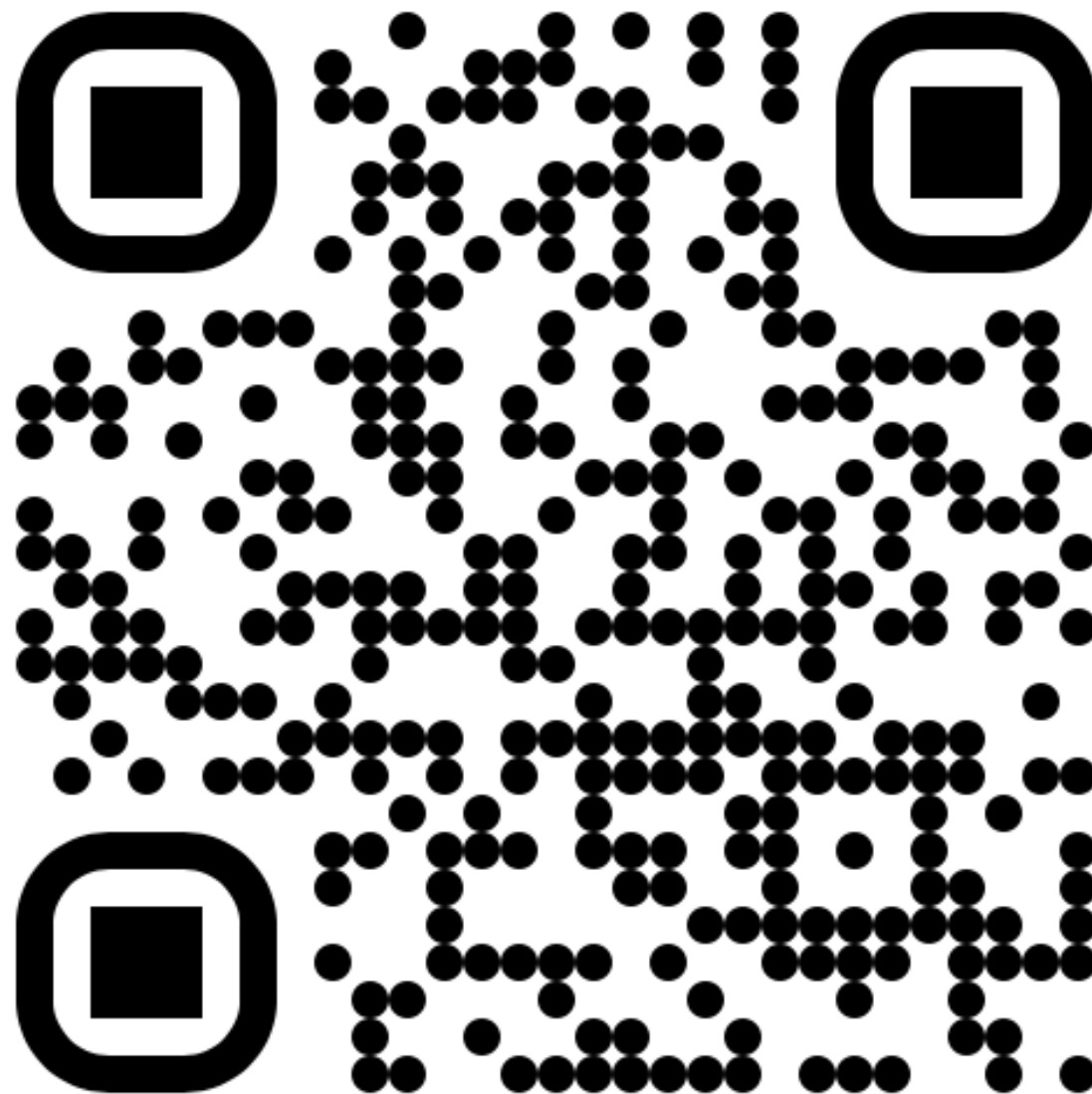
Evaluation: Split your dataset into training and testing sets to evaluate the model's accuracy..



Limitations and Considerations

LLMs can sometimes misinterpret nuanced human sentiments or sarcasm.

Ensure the model isn't overfitting to your training data if you're using the custom approach.



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